

dun & bradstreet

Power Smarter Growth with the City Vitality Index (CVI)

Hyperlocal Economic Intelligence.
Smarter Expansion Decisions.



Where is India growing next? CVI knows.

Tap into the pulse of over 700+ districts across India and make expansion decisions backed by real-time, location-level economic data.

Discover Emerging Growth Hubs Ahead of the Market

The City Vitality Index (CVI) by Dun & Bradstreet gives you a sharper lens into India's urban economy district by district. Built with satellite data and AI-powered analytics, CVI delivers real-time signals of economic activity months before traditional data sources.

Whether you are scaling operations, scouting investment zones, or refining your location strategy, CVI helps you move with precision and confidence.

Why City Vitality Index?



Track the Real Economic Pulse

Monitor urban vibrancy with granular, hyperlocal data across 700+ districts.



Stay Ahead of the Curve

CVI closely mirrors GDP trends (up to 99% in highly urban cities) giving you a predictive edge.



Objective, Reliable, Bias-Free

No surveys. No guesswork. Just observation-based intelligence you can trust.



What You Get with CVI?

CITY BENCHMARKING

Compare districts across India based on economic vitality and business potential



EARLY MARKET SIGNALS

Identify emerging commercial hubs and fast-growing cities before they appear on conventional radar



MSME MARKET EXPANSION

Spot high-opportunity zones to target and serve India's growing MSME base



DATA THAT GOES DEEPER

Go beyond GDP with hyperlocal insights powered by D&B data and satellite intelligence



Who Benefits from CVI?

INDUSTRY PERSONA

- Retail
- FMCG
- Financial Services
- Real Estate & Infrastructure
- Logistics
- E-commerce
- Telecom & Internet Providers
- Energy & Utilities
- Private Equity & Investors
- & many more...

FUNCTION PERSONA

- Chief Strategy Officer
- Head of Growth
- Chief Risk Officer
- Credit Head
- Head of Distribution
- Head of Sales Ops
- & many more...

CONSULTANT PERSONA

- Consultants
- Researchers
- Investment Analysts
- Portfolio Managers
- Government Agencies
- & many more...



What's Your Next Growth Destination? Let CVI Show You.

Make location strategy your competitive advantage with data that reveals more and reveals it first.

For more details:



022 4941 6666



india@dnb.com



8657 943 769

ABOUT DUN & BRADSTREET®

Dun & Bradstreet, a leading global provider of business decisioning data and analytics, enables companies around the world to improve their business performance. Dun & Bradstreet's Data Cloud fuels solutions and delivers insights that empower customers to accelerate revenue, lower cost, mitigate risk and transform their businesses. Since 1841, companies of every size have relied on Dun & Bradstreet to help them manage risk and reveal opportunity.